

MELANIE MARGOLESE

Communications & E-Commerce Manager

PROFESSIONAL SUMMARY

Communications & E-Commerce Manager with over 8 years of extensive expertise in strategic planning and digital marketing. Proficient in SEO, editorial strategy, social media strategy, driving digital transformation and enhancing brand visibility through innovative campaigns. Known for cultivating strong relationships and achieving significant fundraising success, aiming to further elevate brand reputation and market reach.

EDUCATION

MASTER OF ARTS - MA, MASS COMMUNICATIONS; PUBLIC RELATIONS

University of Florida

BACHELOR OF SCIENCE - BS, INTEGRATED PUBLIC RELATIONS & ADVERTISING

University of South Florida

SKILLS

Digital Marketing, Copywriting, Media Pitching, Crisis Management, Social Media Marketing, Adobe Design, B2B Marketing, Strategic Communications, Public Relations, Campaign Strategy, Content Creation, Editorial Strategy, A/B Testing, Google Ads, SEO, Email Marketing, Brand Management, Lead Generation, Internal/External Communication (Mailchimp, Constant Contact)

EMPLOYMENT HISTORY

COMMUNICATIONS & E-COMMERCE MANAGER Mar 2023 - Present

Jewish Federation SPBC

- ◆ Lead content strategy and development for promotional projects, enhancing engagement and reach.
- ◆ Coordinate media content for events, securing coverage and elevating Federation's public profile.
- ◆ Craft diverse communications, ensuring clarity and consistency across all platforms.
- ◆ Lead strategic content development and e-commerce initiatives, driving digital transformation through SEO optimization and multi-channel marketing campaigns
- ◆ Develop engaging content and compelling storytelling across social media, executive messaging, and media platforms to improve brand visibility and deepen audience connection.

MARKETING COMMUNICATIONS MANAGER Aug 2022 - Mar 2023

Voices For Children Foundation

- ◆ Led Give Miami Day campaign, raising **\$100,000 in 24 hours** through strategic, targeted communication via social media and external communications.
- ◆ Managed beavoice.org website content and social media, enhancing online presence and engagement.
- ◆ Supervised and collaborated with vendors and designers to produce effective marketing materials.
- ◆ Oversaw digital and print marketing efforts, achieving significant fundraising success.
- ◆ Managed promotion for sponsors and donors for high-profile fundraising events.

MARKETING AND COMMUNICATIONS MANAGER Dec 2021 - Aug 2022

Take Stock in Children

- ◆ Crafted diverse **Internal and External communication**, improving brand visibility and engagement.
- ◆ Managed social media content, boosting audience interaction and event awareness.
- ◆ Led marketing efforts for fundraising events, driving significant participation.
- ◆ Developed press releases and web content, strengthening public relations initiatives.
- ◆ Created brochures and newsletters, improving stakeholder communication.

SECURITY & EVENTS ASSISTANT Oct 2021 - Jan 2022

United Nations International Civil Aviation Organization (Contract)

- ♦ Guided event attendees, enhancing registration flow for remote meetings.
- ♦ Facilitated on-site registration, improving participant experience.
- ♦ Supported event organizers, ensuring smooth meeting operations.

HEAD OF MEDIA & COMMUNICATIONS May 2021 - Aug 2021

Camp B'nai Brith Montreal (Contract)

- ♦ Led a team of **4 specialists** (Social Media, Video, Photo, Graphic Design) to ensure organizational success.
- ♦ Developed social media content, increasing organization visibility and audience interaction.
- ♦ Coordinated team schedules for efficient content capture, meeting daily photo targets.
- ♦ Streamlined digital content operations through systematic scheduling and resource allocation, ensuring consistent delivery of daily media quotas.

DIGITAL BRAND MANAGER Aug 2020 - May 2021

Stone Rose

- ♦ Managed social media platforms and analytics, increasing brand visibility.
- ♦ Developed PR packages, boosting media coverage and influencer partnerships.
- ♦ Led intern recruitment and supervision, fostering team growth and efficiency.
- ♦ Developed comprehensive social media strategy and analytics framework while managing influencer partnerships and coordinating PR initiatives to enhance brand visibility.

DIGITAL MEDIA ASSISTANT Aug 2019 - Mar 2021

University of South Florida College of Arts and Sciences

- ♦ Supported communications office, implementing engagement strategies across platforms.
- ♦ Edited and optimized web content, improving user experience and accessibility.
- ♦ Developed and scheduled social media content, increasing audience interaction.
- ♦ Coordinated digital content strategy, achieving measurable growth in online presence.

SOCIAL MEDIA SPECIALIST Feb 2019 - Dec 2020

Camp B'nai Brith of Montreal

- ♦ Managed social media strategy, **boosting engagement by 50% and followership by 39%**
- ♦ Implemented marketing plans, achieving significant growth in audience interaction.
- ♦ Monitored platforms, enhancing content reach and community engagement.

COMMUNICATIONS ASSOCIATE Aug 2019 - Aug 2020

SkySwitch

- ♦ Developed monthly content calendars, enhancing social media engagement and **B2B marketing**.
- ♦ Analyzed social media metrics, generating reports to improve campaign effectiveness.
- ♦ Supported marketing events, contributing to successful execution at Vectors 2019.

DIRECTOR OF MARKETING AND COMMUNICATIONS Aug 2018 - Aug 2019

USF SG

- ♦ Led marketing campaigns, achieving measurable brand visibility and engagement.
- ♦ Managed a team of **4 professionals**, enhancing productivity and collaboration.
- ♦ Implemented strategic planning, resulting in improved campaign outcomes.

SOCIAL MEDIA SPECIALIST Aug 2017 - Jan 2019

USF College of Behavioral and Community Sciences

- ♦ Managed social media for USF Behavioral Sciences, boosting engagement with strategic content.
- ♦ Developed engaging multimedia content, increasing student recognition and community interaction.
- ♦ Implemented new communication strategies, enhancing visibility and student acknowledgment.

ASSISTANT MERCHANDISER 2014 - 2017

Kravet
